



WEWS

ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **307887 /**

Original Date / Revision
08/14/12 09/17/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product

PUSA TV 09.25-10.01.12

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1562**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 58175

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	39	\$42,521.25	\$50,025.00	0.00	08/27/12	09/30/12	39	\$42,521.25	\$50,025.00
October 2012	7	\$6,927.50	\$8,150.00	0.00	10/01/12	10/01/12	7	\$6,927.50	\$8,150.00
Totals	46	\$49,448.75	\$58,175.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	09/25/12	10/01/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S	:30	1	\$525.00	P-1	0.00 NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S	1		\$525.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	09/24/12-09/30/12		Criminal Minds		1135p-105x	-----Su	:30		(\$525.00)		0.00 NM		



WEWS

Print Date: 09/24/12

Page 2 of 4

Contract / Revision **307887** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Priorities USA Action**Product **PUSA TV 09.25-10.01.12**Estimate # **1562**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/25/12	10/01/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S	:30	1	\$525.00	P-1	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$525.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	See MG 1.2														
	[N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]														
2	WEWS	09/24/12-09/30/12	SU	12a-1a CSI Miami Late		12a-1a	-----Su	:30		\$525.00		0.00	NM		
	Ⓜ MG for 1.1 09/30														
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
N 2	WEWS	09/30/12	09/30/12	M-SU 11-1135P Late New	CM	11-1135p	-----S	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$2,700.00		0.00			
N 3	WEWS	09/29/12	09/29/12	SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$1,300.00		0.00			
N 4	WEWS	09/25/12	10/01/12	SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$775.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
N 5	WEWS	09/25/12	10/01/12	M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W----		1				\$750.00		0.00			
	Week:	10/01/12	10/07/12	M-----		1				\$750.00		0.00			
N 6	WEWS	09/25/12	10/01/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---		1				\$1,400.00		0.00			
	Week:	10/01/12	10/07/12	M-----		1				\$1,400.00		0.00			
N 7	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	1	\$2,700.00	P-2	0.00	NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T--F--		2				\$2,700.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
N 8	WEWS	09/25/12	10/01/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W-F--		2				\$1,300.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
N 9	WEWS	09/25/12	10/01/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-T---		2				\$1,300.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
N 10	WEWS	09/25/12	10/01/12	M-Su 630-7p WNT	CM	630-7p	-T--F--	:30	2	\$2,200.00	P-1	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T--F--		2				\$2,200.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			



WEWS

Print Date: 09/24/12

Page 3 of 4

Contract / Revision **307887** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Priorities USA Action**

Product **PUSA TV 09.25-10.01.12**

Estimate # **1562**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 10	WEWS	09/25/12	10/01/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	- T - - F - -	:30	2	\$2,200.00	P-1	0.00 NM	2	\$4,400.00
N 11	WEWS	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$2,000.00	P-1	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--W-F--	2		\$2,000.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$2,000.00		0.00					
N 12	WEWS	09/25/12	10/01/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$1,600.00	P-1	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-T---	2		\$1,600.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
N 13	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	1	\$1,100.00	P-1	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--W----	1		\$1,100.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
N 14	WEWS	09/25/12	10/01/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	\$1,200.00	P-1	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-T---	2		\$1,200.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00					
N 15	WEWS	09/25/12	10/01/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$775.00	P-1	0.00 NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--W----	1		\$775.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
N 16	WEWS	09/25/12	10/01/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$1,000.00	P-1	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--WT---	2		\$1,000.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$1,000.00		0.00					
N 17	WEWS	09/25/12	10/01/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$1,400.00	P-1	0.00 NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-TW-F--	3		\$1,400.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
N 18	WEWS	09/25/12	10/01/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$775.00	P-1	0.00 NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-T---	2		\$775.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
N 19	WEWS	09/25/12	10/01/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$775.00	P-1	0.00 NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	--W-F--	2		\$775.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
N 20	WEWS	09/25/12	10/01/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$900.00	P-1	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-TWT---	3		\$900.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$900.00		0.00					



WEWS

Print Date: 09/24/12

Page 4 of 4

Contract / Revision **307887** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **PUSA TV 09.25-10.01.12**

Estimate # **1562**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N21	WEWS	09/25/12	10/01/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	--WTF--					3	\$900.00		0.00			
	Week:	10/01/12	10/07/12	M-----					1	\$900.00		0.00			
N22	WEWS	09/25/12	10/01/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-T---					2	\$700.00		0.00			
	Week:	10/01/12	10/07/12	-----					0	\$0.00		0.00			
Totals														46	\$58,175.00